

FSC-109-A

March 3, 1994

TO ALL REGION OPERATIONS MANAGERS

RE: CO-MARKETING PROMOTIONAL POINT-OF-SALE ITEMS

We are pleased to announce the availability of the following Promotional Point-of-Sale items for the Co-Marketing Promotion Accrual program:

<u>Description</u>	<u>Item #</u>	<u>SKU Packing</u>	<u>Availability Date</u>
Counter Display Riser Card	463131	1	Immediately
Dump Bin Riser Card	462942	1	Immediately
Small PPD Card	462891	1	Immediately
Channel Strip	462900	1	Immediately
24" Pack Mdsg. Card	462912	1	Immediately
19" Canopy Card	462921	1	Immediately
Small Vertical Paster	462930	1	Immediately
Folded Shelf Strip	462951	1	Immediately
Extra Large Paster (35" H x 23 3/4" W)	463185	1	Immediately
Pole Pricer (5 1/2" H x 6" W)	463032	1	3/25/94
2-Pack/3-Pack Banding Tape	462960	1 Sheet (10 Stickers)	Immediately
Removable Pack Markers (Blank VPR)	462972	1 Sheet (10 Stickers)	3/16/94
Large Dump Bin Display	462981	1	Immediately
Small Dump Bin Display	462990	1	Immediately
3-Way Dump Bin Display	463002	1	Immediately
Temporary Counter Display	463011	1	Immediately
90-Carton Floor Display	463020	1	Immediately
Dimension 4 Promo Display (Corrugated)	458131	1	Immediately

Samples of each of the "Special Offer" Point-of-Sale pieces will be forthcoming to each region office. POS pieces are not brand specific. Banding tape, pack markers and displays will not be included in this sample shipment. All items are available in SKU packing of one (1) to facilitate shipments in a customized kit format directly to each participating store, thus eliminating the need for Sales Rep delivery.

In order to insure timely and efficient usage of these resources, please note the following guidelines established for field usage:

- It is in your best interest to keep POS kits simple in nature. Since kits will be shipped directly to the store, communication with store personnel prior to shipment is essential.

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- Attempt to order the same POS supplies to all stores in a chain.
- Allow sufficient time to have POS kits prepared and delivered from Winston-Salem. Four week lead-time is necessary for custom orders.
- Use "future order" capability in SMS to ensure desired delivery date. By scheduling 4 weeks in advance, your order will be shipped on an "on-time" basis.
- Eliminate administration time in order processing by using general shipment location (function 540) and general shipment functions 422 or 425. These functions may be used for chains and independents. See Exhibit A for greater detail.
- Prepare orders for shipments directly to retail outlets whenever possible to avoid sales rep's involvement.
- Pre-planning is essential to eliminate "rush orders", "ship today" and "air shipments". Due to the size of individual shipments, freight can outweigh the cost of materials in these circumstances.
- When you prepare and complete a chain shipment via function 540, please contact Materials Operations so that orders may be grouped at GATX for preparation and shipment. Program contacts for order processing are: Wanda Snow (3325), Geraldine Nicks (3328), Gary Overfelt (0460)

Please note the Master Copy of the Co-Marketing Promotional Point-of-Sale Order Form" marked Exhibit B is an Excel document (GWO1.xls). This form was created for your optional usage at the Regional Operations Unit to assist the field in organizing their orders to you. Hopefully, it will also assist in the keypunch of orders. Please feel free to modify as you see fit.

The Merchandising Hotline (1-800-852-8015, ext. 0457) remains available to answer any related questions. Good luck in the successful implementation of your Co-Marketing efforts.

Program contacts: (Co-Marketing Program)	R. B. Grout (2196), Mike Buckler (1625), Tom Sullivan (2572)
(POS Materials)	K. B. Hedrick (2530), J. M. McLaurin (4382)

R. J. REYNOLDS TOBACCO COMPANY

Attachment (See GWO1.xls)
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